

# AN OLD HORSE LEARNING NEW TRICKS

KEYNOTE

From AAA Retail  
to AAA Online



# AN OLD HORSE LEARNING NEW TRICKS

SOME DO  
IT FROM  
SCRATCH



SOME JOINED  
THE PARTY  
A BIT LATER





# AAA RETAIL VS AAA ONLINE?



# TALKING OF BOXES AND UNIVERSES

1. **THE PRODUCT:** Box vs. Service
2. **THE GAMERS:** Your Sheep, Wolves and Whales
3. **THE PROCESS:** Gold Master vs. Open Beta+

**ALWAYS  
AT YOUR  
SERVICE**

- **COMMUNICATION** is key
- The **COMMUNITY** is always right
- **RESPONSIVENESS** counts
- **ITERATE** forever – almost
- **PATH TO FUN** is higher priority
- **VIRTUAL GOODS** vs. THE BOX

# FROM SHEEP, WOLVES AND WHALES

## 90-95 SHEEP

- Love shiny content, enjoy them horizontally
- Don't dig deep into levels, features or difficulty
- Define your community - both in demographic and size

## 4-9 WOLVES

- Real "fans" who dig vertically into content and appreciate any depth in game
- Enjoy online games in pretty much the same way as box buyers would do
- Most wolves spend money to save time, not to dress up

## 0-1 WHALE

- Is wealthy, spends a lot of money per month to show off
- Wants to get everything quick, spends also to speed up
- Buys everything he/she can, contributes most to **ARPU = AVERAGE REVENUE/USER**



# KEEPING A CONSTANT PULSE

- Stricter **time budgets** vs. “It is never good enough”
- Late games are **too late** forever
- **Keep** the player playing and **maintain** your community  
- frequent cyclic updates are expected
- The retail’s gold master is the **online’s open beta**,  
but it **doesn’t stop there**
- **Live Team or Development Team** or both?
- **Iterate forever – packed** dev-cycle on a monthly rhythm



QUALITY  
MEETS  
QUANTITY

## Why should AAA Developers move to F2P?

- **FUTURE** of AAA on PC = **AAA F2P on PC**
- Both, **QUALITY AND QUANTITY** are crucial for long-life cycle success for AAA online gaming
- **Apply** your experienced **AAA team** to **achieve AAA quality content**
- Invest in AAA **100% real-time** technology with easy-to-use tools, quickly push out **high quantity & AAA quality content**



**CONTENT IS KING**



# TECHNOLOGY IS ACE

# LEARNINGS AND BENEFITS

## Learnings

- Accessibility design skills improve
- Community Management Discipline
- Commerce-aware design – In-Game Store, Economics

## Benefits

- User-friendliness, streamlined experience
- Achieving fun, but faster
- Deeper Game

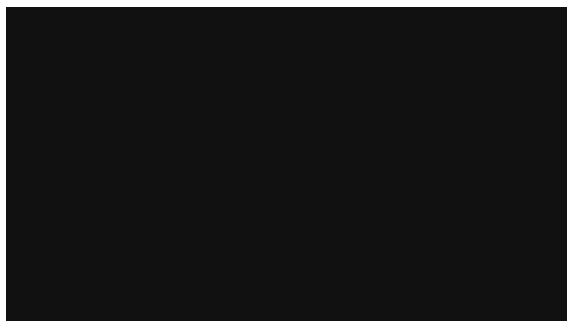


## Potential Solutions

- Almost every AAA retail game can be transformed into a F2P game, **in-game economics**
- If not from scratch F2P, establish **hybrid solutions now**
- **The minimum:** Prepare your retail release for a follow up F2P release
- **Example:** My approach to the question, how a AAA retail FPS can be turned into a AAA F2P FPS

LETTING THE  
CAT OUT OF  
THE BAG

Crytek's first AAA FREE 2PLAY FPS  
**Warface**  
is coming in **2012.**



Pre-Alpha Footage